

DOSOMETHING.ORG PERFORMANCE DASHBOARD

2 0 1 2 QUARTER 2

APRIL 1st —
JUNE 30th
↓

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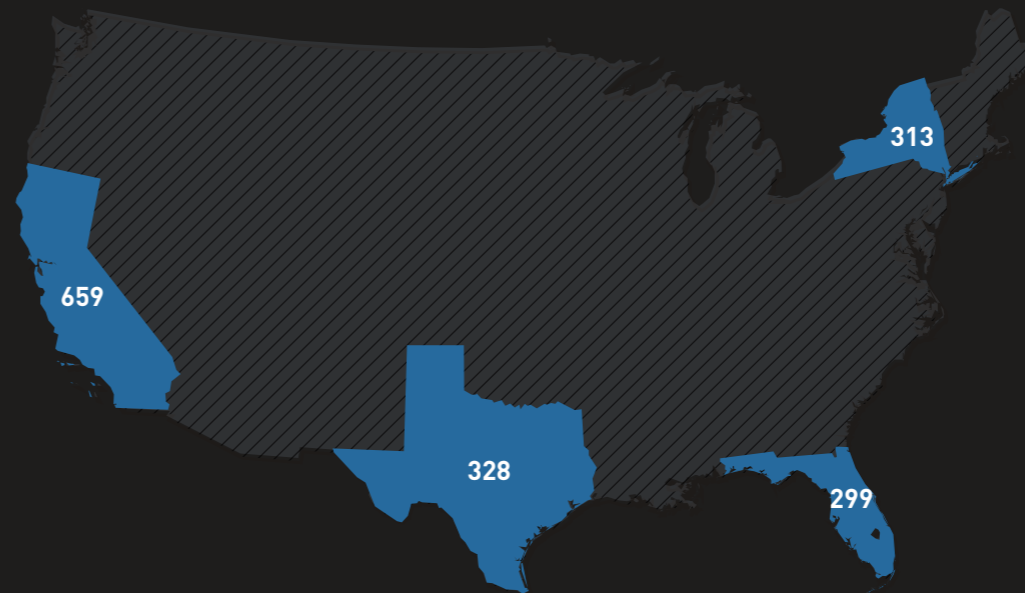
DS: THE ORG

OUR MEMBERS

2012 GOAL:
1.4 MILLION MEMBERS

835,190	TOTAL MEMBERS
311,607	MOBILE #S
523,583	EMAILS
4,296	CLUBS
212,815	FACEBOOK FANS
188,603	FACEBOOK INTERACTIONS
546,163	TWITTER FOLLOWERS

STATES WITH THE LARGEST # OF DOSOMETHING.ORG CLUBS



CURRENTLY:
835,190 MEMBERS

PEOPLE TALKING ABOUT US (JUNE)

100,014

Making us one of the most talked about not for profit on Facebook

WE <3 COLLEGE STUDENTS

24

Paid college interns working in our office this summer

OF PRIVATE OFFICES

0

We work together in our new office space, closely

come visit!

OF TEXT BABIES DELIVERED

101,444

Fastest growing campaign in DoSomething.org history

SQUEAKY CLEAN AUDIT

0

Number of items in the Management Letter

Bad ass

BULLY CENSUS PARTICIPANTS

124,804

The average grade they gave their school was a "C"

CAMPAIGNS: NUMBERS

CURRENT CAMPAIGNS

The Bully Project, March 27 - August 31

Thumb Wars, June 19 - August 2

The Hunt, through July 20

Staples for Students, July 1 - September 15

UPCOMING Q2 CAMPAIGNS


Election Campaign, August 28 - Nov 6


Pics for Pets, September 12 - November 14


Give a Spit, September 24 - November 15

It's going to be MASSIVE

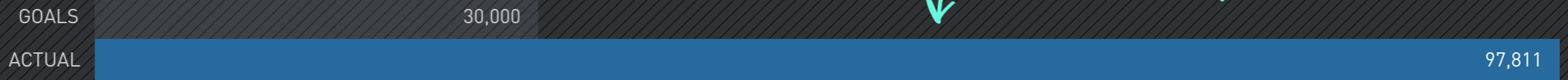
CAMPAIGN WINS IN 140 CHARACTERS

 **Pregnancy Text**
#PregnancyText delivered! 100K text babies were born. Every person who joined added on average 2.3 friends. Total poop jokes? Over 300K

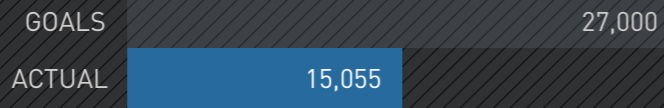
 **Epic Book Drive**
Epic Book Drive's epic results: 65K teens collected 316K books. Combined together, those books weigh more than 1,300 sumo wrestlers. #Daaamn

 **The Bully Project**
Over 100K teens have given their schools a bullying grade. Curious what the national average is? Do #TheBullyProject at <http://bit.ly/GBgozN>

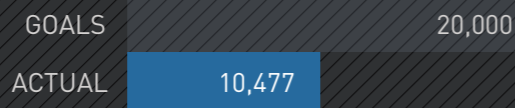
THE BULLY PROJECT



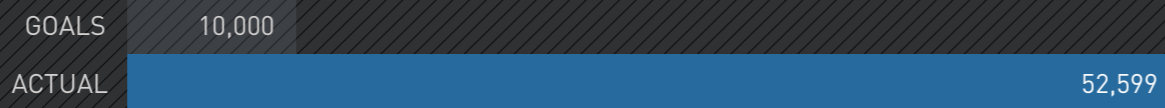
EPIC BOOK DRIVE



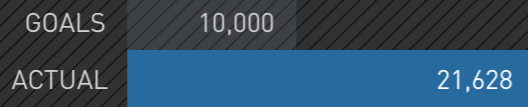
PROM FOR ALL



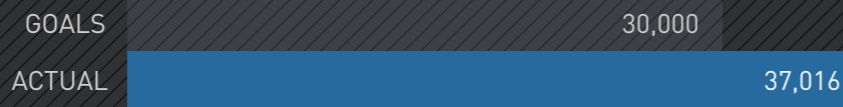
PREGANANCY TEXT



I HEART DAD



THUMB WARS



amaze-balls!



**NEW MEMBER AQUISION
THROUGH JUNE 30TH, 2012**

FEATURED CAMPAIGN: PREGNANCY TEXT

What we texted:
FLARP! Was that a
poop or fart?

Teens challenge their friends to be parents for a day by simulating real life situations via a "text baby" that poops, pees, cries, and needs their immediate attention.

171,000 RESPONSE TEXTS



We received a text from a teen every 20 seconds. In the first two weeks, we received a text every 10 seconds.

OUR FAVORITE TEXTS FROM TEENS

"Time for mommy to take a nap for like 10 minutes ... Goodnight ... Here is your aunt's number ... 1-815-XXX-XXXX ... I'm going to take you over there right now ok."

"Oh my thank god it was only gas mayb da poop will b next cause u got that blank look on yr face."

"You are a devil baby."

OVER 100,000 TEXT BABIES DELIVERED!

1 IN 2 PARTICIPANTS MORE LIKELY TO TALK ABOUT TEEN PREGNANCY

PAY IT FORWARD

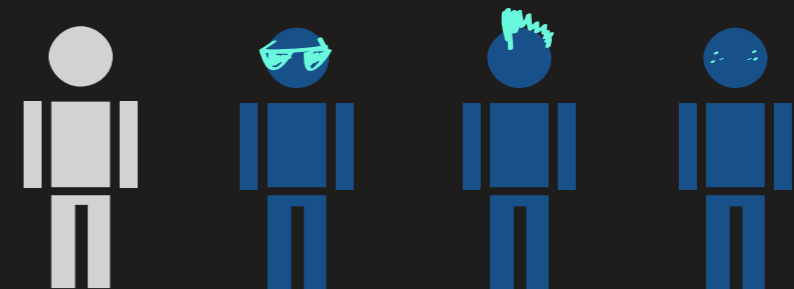


For every direct sign up, we gained 2.3 additional sign ups from forward to a friend functionality.

text us maybe?

NOT READY TO BE PARENTS

One in four teens couldn't finish the day with their text-baby.



CAMPAIGNS: BUZZ

SPONSORS THAT ROCKED Q2



MARKETING PARTNERS THAT ROCKED Q2



CELEBS THAT LOVE DOSOMETHING.ORG IN Q2

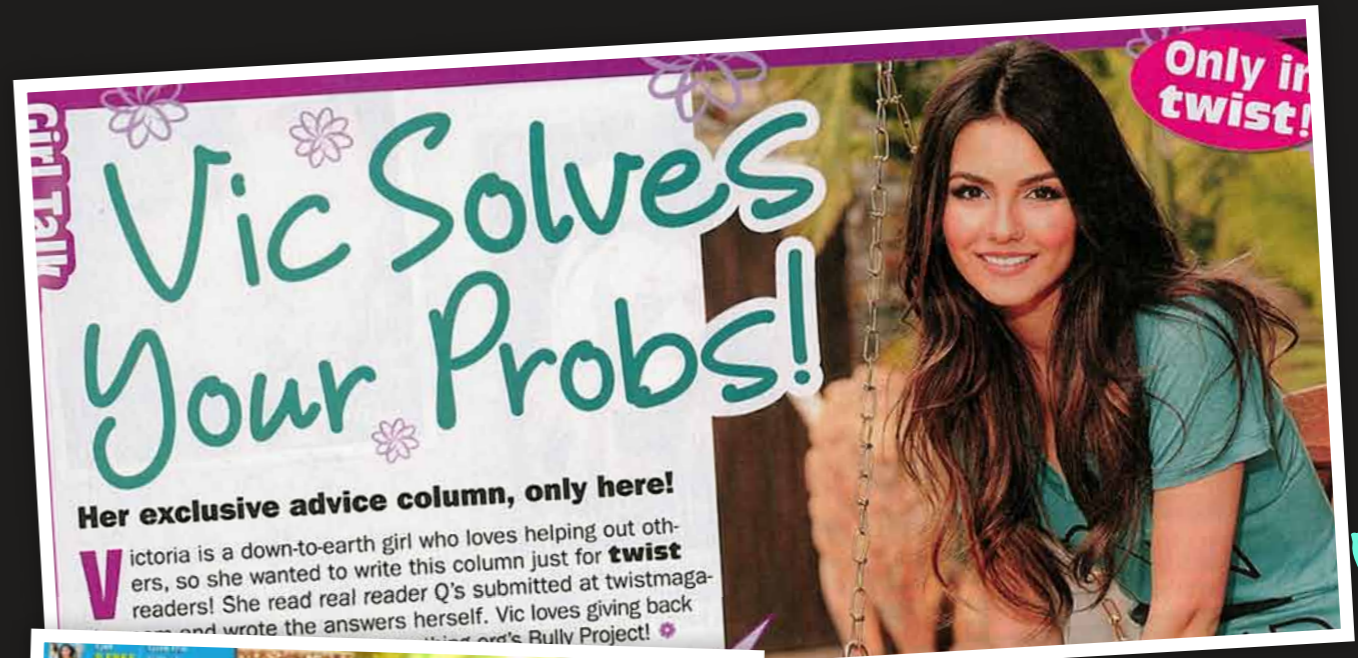


VICTORIA JUSTICE

HARRY SHUM JR.

KERI HILSON

HAYDEN PANETTIERE



BULLY PROJECT SPOKESPERSON VICTORIA JUSTICE FEATURED IN ONE-PAGE SPREAD IN TWIST MAGAZINE WITH A CALL OUT THE THE CAMPAIGN



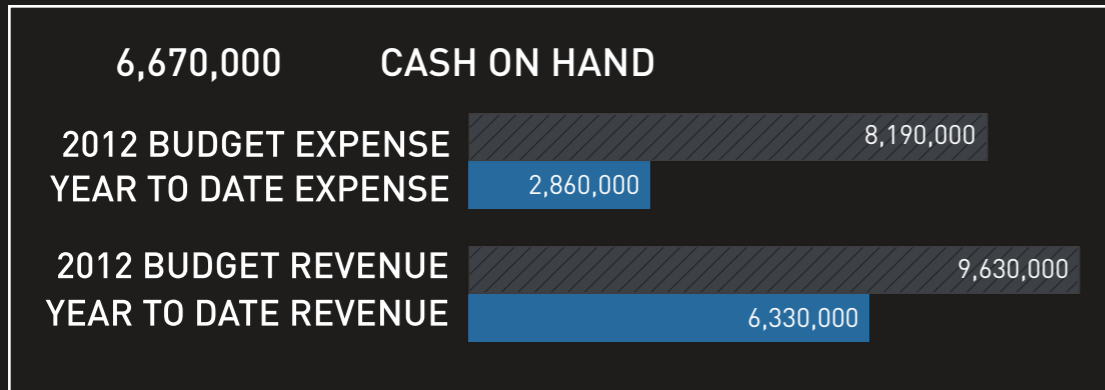
DS HUNT AND SUMMER OF DOING FEATURED ON PEOPLE.COM

PROM FOR ALL AND HAYDEN PANETTIERE FEATURED ON SEVENTEEN.COM



RYAN SEACREST PROMOTED EPIC BOOK DRIVE AND KERI HILSON'S PARTICIPATION ON AIR

DS: THE ORG



DOSOMETHING.ORG
CAME IN AT #18
ON THE TOP SOCIAL
BRANDS 100 LIST,
CREATED BY SOCIAL
AGENCY HEADSTREAM

RANK	BRAND	INDUSTRY	SOCIAL BRAND SCORE
17	WWF	CHARITY	216
18	DOSOMETHING.ORG	CHARITY	215
19	CRAVENDALE	FMCG	213

YOU'RE INVITED

DO SOMETHING AWARDS WEEKEND



LOS ANGELES, CALIFORNIA

AUGUST 18TH BOOTCAMP

We'll spend the day in workshops with over 150 young people leading social change initiatives. They will learn basic marketing techniques, volunteer management, succession planning, etc. Want to help with the best session of the day? Speed Catch!
<http://www.dosomething.org/bootcamp>

AUGUST 19TH DO SOMETHING AWARDS (LIVE IN LA)

The premiere award show celebrating social change! Hosted by the 3 guys from *New Girl*, Flo Rida, and Fun. are locked to perform. Tons of celebs will be there, and one kid will win \$100k for his/her project.

AUGUST 21ST DO SOMETHING AWARDS (BROADCAST)

Watch the Do Something Awards on VH1 at 9 PM est/8c.
<http://www.dosomething.org/awards>

hanging @ BuzzFeed

STAFF MS. PACMAN HIGH SCORE:

62,220

HELD BY BARRY CLARK*

he just got engaged!

*Number of Staff seeking to take his crown: 8

THE 8TH ANNUAL INTERN SCAVENGER HUNT

Our interns scoured the city doing lip dubs, bringing people sandwiches, and tweeting at celebrities to spread some DoSomething.org love.

